1983 TOURIST EXIT SURVEY

Total Season
(May 15 - October 31)

Department of Finance and Tourism
Department of Regional Economic Expansion
June, 1985

DEPARTMENT OF FINANCE AND TOURISM

TOURIST EXIT SURVEY - 1983

FOREWORD

This report presents findings obtained from a survey of tourists exiting Prince Edward Island by air and auto between May 15 to October 31, 1983. The information derived from the survey represents a continuation of the data collection process which was introduced in 1971 in the form of a comprehensive, full season air and auto exit survey.

The 1983 survey concentrated on regional travel by non-residents on Prince Edward Island. The results of this survey are weighted to the control count of the total number of parties exiting Prince Edward Island with one exception, section III of this report. The results in section III represent attitudes of respondents who were asked to express their views in relation to specific regions of travel on Prince Edward Island. Since the methodology of selecting regions to discuss with the respondent was not a proper random sample, it was felt that the results should not attempt to reflect the attitudes of all visitors to P.E.I. Therefore, it was decided to provide unweighted results. However, even though this section isn't truly representative of the entire population of visitors, it does provide a valuable gauge to measure non-residents feelings about travel in the regions of Prince Edward Island.

For a more detailed explanation of methodology, please refer to Appendix II.

The 1983 data, while not restricted to specific users, will hopefully be used by individuals familiar with the limitations of application. The data will be used within the department for specific tourism planning/marketing purposes in addition to ongoing economic sectoral analysis.

The department is indebted to Tourism Canada, Charlottetown Airport officials, Eastern Provincial Airways, Air Canada, C.N. Marine and Northumberland Ferries Ltd. for their co-operation.

For the purpose of this survey the following definitions will apply:

1. Tourist (non-resident) - A person who visited the province for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. Party - One or more persons travelling together as a unit. For air travellers this is simply as the definition states. However for auto travellers a unit is considered to be all persons travelling in a single private passenger vehicle.

For additional information contact George E. Ferguson of the Tourism Industry Development Division, telephone 892-7411.

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AUTO & AIR

I. VISITOR PROFILE

A. TOTAL NUMBER OF VISITORS

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
Non-resident tourists	199,945	100.0	2.7887	557,590	100.0	4.0909	817,972	100.0

B. MODE OF TRAVEL

MODE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Auto	182,231	91.1	2.9363	535,083	96.0	3.6673	668,297	81.7
2) Air	17,714	8.9	1.2706	22,507	4.0	8.4495	149,675	18.3
Total	199,945	100.0	2.7887	557,590	100.0	4.0909	817,972	100.0

C. TYPE OF VISITORS

MODE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Day	19,636	9.8	3.1681	62,209	11.2	N/A	N/A	N/A
2) Overnight	180,309	90.2	2.7474	495,381	88.8	4.5365	817,972	100.0
Total	199,945	100.0	2.7887	557,590	100.0	4.0909	817,972	100.0

D. COUNTRY OF ORIGIN

ORIGIN	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Canada	168,474	86.1	2.8117	473,698	87.1	4.1474	698,729	86.6
2) U.S.A.	25,214	12.9	2.5919	65,352	12.0	3.6854	87,886	10.9
3) Other Countries	2,060	1.1	2.4723	5,093	0.9	9.7981	20,168	2.5
Sub-total	195,748	100.0	2.7798	544,143	100.0	4.1215	806,783	100.0
Non-response	4,197							
Total	199,945							

E. PROVINCE/REGION OF ORIGIN

ORIGIN	PARTIES	%	PARTY SIZE	PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Nova Scotia	55,087	28.1	2.8518	154,869	28.8	3.5487	196,383	24.3
2) New Brunswick	46,838	23.9	2.8795	134,870	24.8	3.4928	163,596	20.3
3) Newfoundland	5,276	2.7	3.2655	17,222	3.2	6.7427	35,561	4.4
4) Quebec	17,587	8.9	2.6998	47,251	8.7	4.7844	83,768	10.4
5) Ontario	32,954	16.8	2.7384	89,978	16.5	4.5988	151,549	18.8
6) Other Canada	10,894	5.6	2.5259	27,517	5.1	6.2356	67,931	8.4
7) New England	10,388	5.3	2.7875	28,711	5.3	4.7661	49,091	6.1
8) Other U.S.A.	14,916	7.6	2.4549	36,642	6.7	2.6813	38,796	4.8
9) Other World	2,060	1.1	2.4723	5,093	0.9	9.7981	20,168	2.5
Sub-total	195,748	100.0	2.7798	544,154	100.0	4.1213	806,754	100.0
Non-response	4,197							
Total	199,945							

F. OCCUPATION OF RESPONDENT

OCCUPATION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Pro.,tech. & related workers	44,354	22.4	2.7986	124,129	22.5	4.3325	192,164	23.6
2) Farmers & farm managers	1,731	0.9	2.4477	4,237	0.8	2.7545	4,768	0.6
3) Managers,officials & proprietors	21,638	10.9	2.6387	57,075	10.4	3.7982	82,155	10.1
4) Clerical & related workers	15,277	7.7	2.7672	42,508	7.7	3.6998	56,522	7.0
5) Sales workers	11,664	5.9	2.2961	26,758	4.9	2.5378	29,681	3.6
6) Craftsmen,foremen & related workers	11,712	5.9	3.4709	40,651	7.4	4.1272	48,338	5.9
7) Operatives & related workers	8,736	4.4	2.9609	25,866	4.7	2.9466	25,934	3.2
8) Private household workers	77	.0	2.6104	201	.0	1.3896	107	.0
9) Service workers except private home	7,138	3.6	2.8670	20,504	3.7	5.4383	38,710	4.8
10) Farm labourers and farm foremen	250	0.1	1.0480	262	.0	36.4357	9,109	1.1
11) Labourers except farm & mine	16,165	8.2	2.9930	48,395	8.8	3.2885	53,159	6.5
12) Student	9,509	4.8	2.9202	27,768	5.0	5.5141	52,434	6.4
13) Housewife	11,851	5.6	2.9737	32,862	6.0	5.2087	57,473	7.1
14) Retiree	27,794	14.0	2.4858	66,845	12.1	3.9766	110,526	13.6
15) Military	4,105	2.1	2.8055	11,845	2.1	6.4044	26,299	3.2
16) Unemployed	2,747	1.4	2.9472	8,096	1.5	4.0189	11,048	1.4
17) Other	4,184	2.1	3.1128	13,024	2.4	3.4969	14,631	1.8
Sub-total	198,116	100.0	2.7021	551,179	100.0	4.10353	812,976	100.0
Non-response	1,829							
Total	199,945							

6. OCCUPATION OF MAIN INCOME EARNER

OCCUPATION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Pro.,tech. & related workers	41,739	23.1	2.8549	119,161	23.8	4.2715	178,288	24.1
2) Farmers & farm managers	1,916	1.1	2.7954	5,356	1.1	2.8481	5,457	0.7
3) Managers,officials & proprietors	21,259	11.8	2.7119	57,652	11.5	3.7125	78,924	10.7
4) Clerical & related workers	11,764	6.5	2.6774	31,497	6.3	4.0000	47,865	6.4
5) Sales workers	11,796	6.5	2.3668	27,919	5.6	2.6394	31,134	4.2
6) Craftsmen,foremen & related workers	11,374	6.3	3.2780	37,284	7.5	3.7878	43,073	5.8
7) Operatives & related workers	9,224	5.1	2.9717	27,411	5.5	3.0762	28,375	3.8
8) Private household workers	15	.0	1.0000	15	.0	3.0000	45	.0
9) Service workers except private homes	7,748	4.3	3.0102	23,299	4.7	6.9004	53,471	7.2
10) Farm labourers and farm foremen	46	.0	1.5435	71	.0	7.4324	342	.0
11) Labourers except farm & mine	17,246	9.6	3.0923	53,330	10.7	3.4288	59,119	8.0
12) Student	7,280	4.0	2.6518	19,299	3.9	6.4081	46,651	6.3
13) Housewife	3,091	1.7	2.2523	6,962	1.4	5.8462	18,071	2.4
14) Retiree	25,709	14.3	2.3822	61,244	12.3	3.8738	99,571	13.5
15) Military	4,248	2.4	2.8395	12,062	2.4	6.0818	25,832	3.5
16) Unemployed	1,834	1.0	2.3497	4,314	0.9	4.6313	8,503	1.2
17) Other	4,095	2.3	3.1448	12,878	2.6	3.5841	14,677	2.0
Sub-total	180,378	100.0	2.7705	499,754	100.0	4.0947	738,599	100.0
Non-response	19,567							
Total	199,945							

H. PURPOSE OF TRIP

PURPOSE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) Convention	1,496	0.9	1.7777	3,815	0.5	4.3850	7,437	0.9
2) Meetings,other business	17,556	8.8	1.4218	24,963	4.5	2.7382	47,931	5.9
3) Shopping	1,545	0.8	3.1987	4,942	0.9	2.0175	3,117	0.4
4) Sightseeing	88,285	48.5	3.1845	249,265	44.9	2.7914	224,108	27.6
5) Visiting friends & relatives	48,909	24.6	2.6389	128,675	23.2	6.2480	305,192	37.7
6) Personal affairs	10,939	5.5	2.0985	22,955	4.1	3.3933	37,119	4.6
7) Outdoor recreation sport	21,565	10.9	3.5011	75,581	13.6	3.4295	73,957	9.1
8) Passing through to Magdalen Is.	1,265	0.6	2.1628	2,736	0.5	2.4664	3,120	0.4
9) Other	14,458	7.4	2.8973	42,449	7.7	7.4098	108,681	13.4
Sub-total	190,418	100.0	2.7946	554,499	100.0	4.0852	810,583	100.0
Non-response	1,527							
Total	199,945							

1. PURPOSE OF TRIP BY OCCUPATION OF RESPONDENT

OCCUPATION	CONVENTION		BUSINESS		SHOPPING		SIGHTSEEING		VISITING FRIENDS & RELATIVES		PERSONAL AFFAIRS		OUTDOOR RECREATION SPORT		GOING TO MAGDALEN ISLANDS	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Professional & related workers	757	45.4	4,181	24.0	541	35.0	21,189	26.6	7,143	14.8	2,440	22.6	4,903	22.9	151	11.9
2) Farmers & farm managers	3	0.2	480	2.8	-	0.0	628	0.8	306	0.6	70	0.4	65	0.3	31	2.5
3) Managers,officials & proprietors	460	27.6	3,907	22.4	64	4.1	6,827	8.6	4,816	10.0	1,047	9.7	2,134	10.0	-	0.0
4) Clerical & related workers	98	5.9	577	3.3	-	0.0	5,750	7.2	4,979	10.3	742	6.9	1,102	5.1	-	0.0
5) Sales workers	9	0.5	4,615	26.5	32	2.1	3,289	3.9	2,083	4.3	382	3.5	622	2.9	266	21.0
6) Craftsmen,foremen & related workers	33	2.0	823	4.7	-	0.0	3,778	4.7	4,051	8.4	273	2.5	2,569	12.0	-	0.0
7) Operatives & related workers	22	1.3	39	0.2	112	7.2	4,553	5.7	1,786	3.7	265	2.5	1,309	6.1	49	3.9
8) Private household workers	-	0.0	-	0.0	-	0.0	60	0.1	15	.0	-	0.0	-	0.0	-	0.0
9) Service workers except private house	32	1.9	274	1.6	-	0.0	2,245	2.8	2,652	5.5	581	5.4	892	4.2	-	0.0
10) Farm labourers and farm foreman	-	0.0	3	.0	-	0.0	-	0.0	29	0.1	-	0.0	-	0.0	-	0.0
11) Labourers except farm & mine	-	0.0	981	5.6	-	0.0	6,465	8.1	3,805	7.9	1,537	14.2	2,592	12.1	217	17.2
12) Student	65	3.9	78	0.4	13	0.8	3,311	4.2	2,386	4.9	678	6.3	1,870	8.7	-	0.0
13) Housewife	63	3.8	189	1.1	323	20.9	3,482	4.4	4,024	8.3	974	8.7	1,127	5.3	66	5.2
14) Retiree	59	3.5	11	0.1	324	21.0	14,941	18.8	7,381	15.3	1,323	12.3	1,134	5.3	-	0.0
15) Military	-	0.0	867	5.0	47	3.0	362	1.1	1,529	3.2	9	0.1	243	1.1	-	0.0
16) Unemployed	65	3.9	-	0.0	89	5.8	1,051	1.3	588	1.2	442	4.1	201	0.9	-	0.0
17) Other	-	0.0	452	2.6	-	0.0	1,381	1.7	822	1.7	69	0.6	652	3.0	485	38.3
Total	1,666	100.0	17,447	100.0	1,545	100.0	79,614	100.0	48,400	100.0	10,792	100.0	21,417	100.0	1,265	100.0

J. AGE OF THE RESPONDENT

AGE	PARTIES	%
1) Under 20	6,119	3.1
2) 20 - 24	22,199	11.1
3) 25 - 29	25,357	12.7
4) 30 - 34	23,716	11.9
5) 35 - 39	22,391	11.2
6) 40 - 44	24,752	12.4
7) 45 - 54	28,116	14.1
8) 55 - 64	25,223	12.6
9) 65 & over	21,756	10.9
Sub-total	199,629	100.0
Non-response	316	
Total	199,945	

K. COMPOSITION OF THE PARTY

PARTY COMPOSITION	PARTIES	%
1) One person alone	34,935	17.5
2) One family with children	60,138	30.2
3) Two families with children	4,327	2.2
4) Organized group	503	0.3
5) One couple alone	73,375	36.8
6) Two or more couples	10,655	5.3
7) A group of friends	14,496	7.3
8) Other	986	0.5
Sub-total	199,415	100.0
Non-response	530	
Total	199,945	

II. TRAVEL ON PRINCE EDWARD ISLAND

A. THE MAIN DESTINATION OF TRIP ON P.E.I.

DESTINATION	PARTIES	%
1) West Prince	4,960	2.6
2) Central Prince	3,019	1.6
3) Summerside	15,114	7.9
4) South Central	13,425	7.0
5) North Central	44,430	23.2
6) Charlottetown	50,547	26.4
7) East Queens	3,309	1.7
8) South Kings	7,082	3.7
9) North Kings	5,649	2.9
10) PRINCE EDWARD ISLAND	44,080	23.0
Sub-total	191,615	100.0
Non-response	8,330	
Total	199,945	

AUTO & AIR

B. REGIONS TRAVELLED THROUGH

REGION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) West Prince	20,712	10.4	2.4229	50,183	9.0	7.3956	153,178	18.7
2) Central Prince	35,051	17.5	2.4672	86,478	15.5	6.4924	227,565	27.8
3) Summerside	87,056	43.5	2.7697	241,119	43.3	5.0332	438,170	53.5
4) South Central	168,101	84.1	2.8443	478,130	85.8	4.1696	700,914	85.6
5) North Central	131,099	65.6	2.9788	390,518	70.1	4.6430	608,693	74.3
6) Charlottetown	164,797	82.4	2.7467	452,648	81.2	4.3814	722,042	88.1
7) East Queens	101,806	50.9	2.7967	284,721	51.1	4.4586	453,912	55.4
8) South Kings	36,969	18.5	2.5863	95,613	17.2	5.8989	218,076	26.6
9) North Kings	24,931	12.5	2.6024	64,880	11.6	6.6782	166,494	20.3

AUTO & AIR

C. REGIONS STAYED OVERNIGHT

REGION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. REGION	PARTY NIGHTS	%
1) West Prince	5,416	2.7	2.5497	13,809	2.5	7.3110	39,596	4.8
2) Central Prince	5,546	2.8	2.5627	14,213	2.6	3.6270	20,115	2.5
3) Summerside	22,421	11.2	2.5256	56,626	10.2	3.8460	86,231	10.5
4) South Central	28,712	14.4	3.0434	87,382	15.7	4.2310	121,480	14.8
5) North Central	63,242	31.6	3.1557	199,573	35.8	3.6890	233,300	28.5
6) Charlottetown	61,088	30.6	2.3527	143,722	25.8	3.2750	200,063	24.4
7) East Queens	9,784	4.9	2.8447	27,833	5.0	2.7140	26,554	3.2
8) South Kings	9,846	4.9	2.6193	25,790	4.6	4.5670	44,967	5.5
9) North Kings	8,110	4.1	2.4710	20,040	3.6	7.8791	63,900	7.8

D. REGIONS STAYED OVERNIGHT (EXCLUSIVE STAY)

REGION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. REGION	PARTY NIGHTS	%
1) West Prince	3,902	2.0	2.5282	9,865	1.8	12.0740	47,113	5.8
2) Central Prince	3,272	1.6	2.6974	8,826	1.6	8.6870	28,424	3.5
3) Summerside	15,329	7.7	2.5207	38,640	6.9	5.2020	79,741	9.7
4) South Central	20,926	10.5	2.9774	62,305	11.2	5.2270	109,380	13.4
5) North Central	46,256	23.1	3.2508	150,369	27.0	4.1560	192,240	23.5
6) Charlottetown	46,204	23.1	2.3075	106,616	19.1	3.8500	177,885	21.7
7) East Queens	4,826	2.4	2.4828	11,982	2.1	6.2940	30,375	3.7
8) South Kings	5,923	3.0	2.8448	16,850	3.0	7.7980	46,188	5.6
9) North Kings	5,071	2.5	2.5863	13,115	2.4	11.0910	56,242	6.9

AUTO & AIR

E. PARTICIPATED IN A TOURIST ACTIVITY IN REGION (DID NOT STAY OVERNIGHT IN REGION)

REGION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ISLAND	PARTY NIGHTS	%
1) West Prince	12,443	6.2	2.4195	30,106	5.4	7.4000	92,078	11.2
2) Central Prince	19,765	9.9	2.4418	48,262	8.7	7.0961	140,254	17.1
3) Summerside	43,298	21.7	2.8263	122,373	22.0	5.0769	219,820	26.8
4) South Central	55,045	27.5	2.7271	150,113	26.9	4.1122	226,356	27.6
5) North Central	61,703	30.9	2.8085	173,293	31.1	4.9761	307,040	37.5
6) Charlottetown	82,615	41.3	2.9416	243,020	43.6	4.8112	397,477	48.5
7) East Queens	58,649	29.3	2.7923	163,766	29.4	4.1250	241,927	29.5
8) South Kings	19,517	9.8	2.5662	50,085	9.0	5.8405	113,989	13.9
9) North Kings	11,223	5.6	2.3461	26,330	4.7	6.9264	77,735	9.5

F. OCCUPATION OF RESPONDENT BY REGION OF TRAVEL

OCCUPATION	WEST PRINCE		CENTRAL PRINCE		SUMMERSIDE		SOUTH CENTRAL		NORTH CENTRAL		CHARLOTTETOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Pro.,tech. & related workers	5,249	25.6	8,553	24.6	19,892	23.0	37,384	22.4	31,010	23.9	36,996	22.7	23,356	23.2	9,028	24.5	5,476	22.2
2) Farmers & farm managers	434	2.1	470	1.3	830	1.0	1,470	0.9	1,053	0.8	1,086	0.7	1,183	1.2	286	0.8	253	1.0
3) Managers,officials & proprietors	1,458	8.1	3,681	10.8	8,145	9.4	16,711	10.0	13,427	10.3	18,714	11.5	11,152	11.1	4,715	12.8	3,387	13.7
4) Clerical & related workers	1,077	5.3	1,819	5.2	5,747	6.6	12,356	7.4	10,366	8.0	12,366	7.6	6,742	6.7	1,895	5.2	1,484	6.0
5) Sales workers	1,768	8.6	2,467	7.1	5,914	6.8	9,322	5.6	5,952	4.6	9,491	5.8	5,616	5.6	2,645	7.2	1,692	6.9
6) Craftsmen,foremen & related workers	1,077	5.3	1,885	5.4	5,530	6.4	10,556	6.3	8,924	6.9	9,530	5.8	6,300	6.2	1,931	5.3	1,035	4.2
7) Operatives & related workers	479	2.3	826	2.4	3,276	3.8	7,712	4.6	6,191	4.8	7,222	4.4	5,341	5.3	1,699	4.6	1,075	4.4
8) Private household workers	-	0.0	-	0.0	42	0.1	42	.0	42	.0	77	.0	62	0.1	-	0.0	-	0.0
9) Service workers except private homes	781	3.8	1,722	4.9	3,422	4.0	6,502	3.9	5,529	4.3	6,463	4.0	3,278	3.2	978	2.7	596	2.4
10) Farm labourers and farm foremen	-	0.0	20	0.1	23	.0	232	0.1	229	0.2	29	.0	227	0.2	9	.0	209	0.8
11) Labourers except farm & mine	1,497	7.3	2,128	6.1	7,052	8.2	14,492	8.7	10,309	7.9	12,684	7.8	6,763	6.7	1,760	4.8	1,739	7.1
12) Student	751	3.7	948	2.7	3,508	4.1	6,542	3.9	6,642	5.1	7,588	4.7	4,117	4.1	1,055	2.9	459	1.9
13) Housewife	1,357	6.6	2,214	6.4	4,168	4.8	8,268	5.0	6,397	4.9	7,985	4.9	6,062	6.0	1,931	5.3	1,333	5.4
14) Retiree	3,089	15.1	5,796	16.6	13,769	15.9	25,118	15.1	16,808	12.9	23,474	14.4	15,421	15.3	6,621	18.0	4,672	19.0
15) Military	445	2.2	1,239	3.6	2,299	2.7	3,691	2.2	2,584	2.0	3,017	1.9	1,934	1.9	351	1.0	81	0.3
16) Unemployed	230	1.1	326	0.9	1,081	1.2	2,366	1.4	1,741	1.3	2,361	1.4	1,067	1.1	280	0.8	136	0.6
17) Other	597	2.9	942	2.7	1,856	2.1	3,852	2.3	2,770	2.1	3,951	2.4	2,250	2.2	1,599	4.3	1,007	4.1
Total	20,489	100.0	34,828	100.0	86,494	100.0	166,628	100.0	129,994	100.0	163,034	100.0	100,871	100.0	36,777	100.0	24,634	100.0

B. PURPOSE OF TRIP BY REGION OF TRAVEL

PURPOSE	WEST PRINCE		CENTRAL PRINCE		SUMMERSIDE		SOUTH CENTRAL		NORTH CENTRAL		CHARLOTTETOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Convention	62	0.3	168	0.5	440	0.3	925	0.5	996	0.8	1,445	0.9	593	0.6	198	0.6	191	0.8
2) Meetings,other business	2,116	10.3	3,360	9.8	8,068	9.9	12,693	7.6	5,328	4.1	15,143	9.3	5,923	5.9	2,560	7.2	1,684	6.8
3) Shopping	-	0.0	22	0.1	375	0.5	1,432	0.9	926	0.7	1,565	0.9	558	0.6	64	0.2	-	0.0
4) Sightseeing	7,611	37.0	13,245	38.5	35,456	43.7	71,028	42.6	63,826	49.2	68,842	42.1	51,088	50.8	17,036	47.9	12,680	51.5
5) Visiting friends & relatives	7,407	36.0	12,004	34.9	23,965	29.5	40,078	24.0	25,665	19.8	37,565	23.0	19,845	19.7	9,052	25.5	5,289	21.5
6) Personal affairs	1,600	7.8	1,804	5.2	4,561	5.6	8,763	5.3	4,644	3.6	8,565	5.2	4,153	4.1	1,617	4.5	896	3.6
7) Outdoor recreation sport	909	4.4	2,079	6.0	7,062	8.7	17,791	10.7	18,678	14.4	17,746	10.9	11,856	11.8	2,489	7.0	1,138	4.6
8) Commuting	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0	-	0.0
9) Passing through to Magdalen Is.	246	1.2	246	0.7	-	0.0	1,025	0.6	939	0.7	1,076	0.7	915	0.9		0.0	860	3.5
10) Other	635	3.1	1,504	4.4	1,199	1.5	13,077	7.8	8,739	6.7	11,504	7.1	5,653	5.6	2,540	7.1	1,896	7.7
Total	20,586	100.0	34,432	100.0	81,126	100.0	166,672	100.0	129,729	100.0	163,449	100.0	100,584	100.0	35,556	100.0	24,636	100.0

H. REGIONS TRAVELLED (OLD FORMAT*)

REGION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%
1) West of Summerside	35,157	17.6	2.4638	86,620	15.5
2) Summerside	87,056	43.5	2.7697	241,119	43.3
3) Between S'Side & Ch'town	181,635	90.8	2.8439	516,552	92.7
4) Charlottetown	164,797	82.4	2.7467	452,648	81.2
5) East of Charlottetown	104,890	52.5	2.7954	293,210	52.6

I. REGIONS STAYED OVERNIGHT (OLD FORMAT*)

REGION	PARTIES	%	L.O.S. REGION	PARTY NIGHTS	%
1) West of Summerside	10,894	5.4	5.4810	59,710	7.3
2) Summerside	22,421	11.2	3.7790	84,729	10.3
3) Between S'Side & Ch'town	87,716	43.9	4.0260	353,145	43.1
4) Charlottetown	61,088	30.6	3.2310	197,375	24.1
5) East of Charlottetown	27,763	13.9	4.7290	131,291	16.0

* All exit surveys prior to 1979 designated 5 regions

III. IMPRESSIONS OF REGIONS BY TOURISTS

A. REASONS FOR TRAVEL TO REGION

REASONS	WEST PRINCE			CENTRAL PRINCE			SUMMERSIDE			SOUTH CENTRAL			NORTH CENTRAL			CHARLOTTETOWN			EAST QUEENS			SOUTH KINGS			NORTH KINGS		
	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%
1) Visiting friends and/or relatives	1	77	37.2	2	40	27.6	1	90	31.9	2	50	25.5	3	43	7.7	2	141	20.3	1	45	30.6	1	76	31.8	2	58	26.9
2) Sightseeing outside town/city	2	68	32.9	1	64	44.1	3	38	13.5	1	52	26.5	2	102	18.3	3	73	10.5	2	44	29.9	2	62	25.9	1	72	33.3
3) Personal affairs	3	19	9.2	3	9	6.2	5	18	6.4	3	19	9.7	5	33	5.9	4	51	7.4	4	10	6.8	4	19	7.9	-	-	-
4) Meetings/other business	4	18	8.7	4	9	6.2	2	59	20.9	4	17	8.7	-	-	-	1	244	35.2	-	-	-	3	22	9.2	3	22	10.2
5) Going to the beach	-	-	-	-	-	-	-	-	-	-	-	-	1	117	21.0	-	-	-	-	-	-	-	-	-	-	-	-
6) Visiting amusements	-	-	-	-	-	-	-	-	-	-	-	-	6	27	4.8	-	-	-	-	-	-	-	-	-	-	-	-
7) Familiar with region	-	-	-	-	-	-	-	-	-	-	-	-	4	43	7.7	-	-	-	-	-	-	-	-	-	-	-	-
8) Suggested by a friend	-	-	-	-	-	-	-	-	-	-	-	-	7	26	4.7	-	-	-	-	-	-	-	-	-	-	-	-
9) Convention/conference	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	37	5.3	-	-	-	-	-	-	-	-	-
10) Live theatre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	26	3.8	-	-	-	-	-	-	-	-	-
11) Golfing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	12	5.0	-	-	-
12) Shopping	-	-	-	-	-	-	4	21	7.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13) Passing through	-	-	-	-	-	-	-	-	-	5	13	6.6	-	-	-	-	-	-	3	23	15.6	-	-	-	4	9	6.2
14) Other counts	N/A	25	12.1	N/A	23	15.9	N/A	56	19.9	N/A	45	23.0	N/A	147	29.9	N/A	121	17.5	N/A	25	17.0	N/A	48	20.1	N/A	55	25.5
Total Respondents	N/A	207	100.0	N/A	145	100.0	N/A	282	100.0	N/A	196	100.0	N/A	550	100.0	N/A	693	100.0	N/A	147	100.0	N/A	239	100.0	N/A	216	100.0

* Sample unweighted;please refer to forward section for explanation

8. LIKED OR ENJOYED ABOUT REGION

LIKED/ENJOYED	WEST PRINCE			CENTRAL PRINCE			SUMMERSIDE			SOUTH CENTRAL			NORTH CENTRAL			CHARLOTTETOWN			EAST QUEENS			SOUTH KINGS			NORTH KINGS		
	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%
1) Scenery	1	50	25.3	1	36	24.8	2	35	12.5	1	66	30.1	3	86	13.9	4	62	9.0	1	54	32.9	1	71	28.1	1	57	25.6
2) Friendly people	2	17	8.6	2	12	8.3	1	48	17.2	-	-	-	-	-	-	1	112	16.3	4	11	6.7	3	17	6.7	3	17	7.6
3) Scenic coastline	3	14	7.1	4	9	6.2	-	-	-	5	14	6.4	-	-	-	-	-	-	7	5	3.0	-	-	-	-	-	-
4) Seafood	4	12	6.1	-	-	-	6	12	4.3	-	-	-	7	12	1.9	-	-	-	8	5	3.0	-	-	-	-	-	-
5) Rural countryside	5	11	5.6	5	8	5.5	-	-	-	4	16	7.3	-	-	-	-	-	-	3	20	12.2	4	14	4.3	4	13	5.8
6) Beaches	7	9	4.5	7	7	4.8	7	12	4.3	-	-	-	1	162	26.3	-	-	-	2	24	14.6	2	19	7.5	2	39	17.5
7) Restaurants	-	-	-	-	-	-	3	33	11.8	-	-	-	-	-	-	2	75	10.9	6	5	3.0	-	-	-	-	-	-
8) Farmland	-	-	-	-	-	-	-	-	-	6	12	5.5	-	-	-	-	-	-	5	9	5.5	-	-	-	-	-	-
9) Shopping	-	-	-	-	-	-	5	13	4.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10) Amusements	-	-	-	6	7	4.8	-	-	-	3	16	7.3	2	110	17.8	-	-	-	-	-	-	-	-	-	-	-	-
11) Lobster dinners	-	-	-	-	-	-	-	-	-	-	-	-	5	23	3.7	-	-	-	-	-	-	-	-	-	-	-	-
12) Land sports	-	-	-	-	-	-	-	-	-	-	-	-	6	18	2.9	-	-	-	-	-	-	-	-	-	-	-	-
13) Theatre	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	64	9.3	-	-	-	-	-	-	-	-	-
14) Museums/historical sites	-	-	-	3	12	8.3	-	-	-	-	-	-	-	-	-	5	50	7.3	-	-	-	-	-	-	-	-	-
15) Cleanliness	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	32	4.7	-	-	-	-	-	-	-	-	-
16) Provincial parks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	15	5.9	-	-	-
17) Peaceful	-	-	-	-	-	-	-	-	-	7	10	4.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
18) Water sports	6	10	5.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
19) Rural villages & towns	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20) General satisfaction	-	-	-	-	-	-	4	14	5.0	2	20	9.1	4	49	7.9	6	45	6.5	-	-	-	7	13	5.1	-	-	-
21) Other counts	N/A	75	37.9	N/A	54	37.2	N/A	112	40.1	N/A	65	29.7	N/A	157	25.4	N/A	248	36.0	N/A	31	18.9	5	16	6.3	-	-	-
																						N/A	86	34.0	N/A	97	43.5
Total respondents	N/A	198	100.0	N/A	145	100.0	N/A	279	100.0	N/A	219	100.0	N/A	617	100.0	N/A	688	100.0	N/A	164	100.0	N/A	253	100.0	N/A	223	100.0

* Sample unweighted;please refer to forward section for explanation

C. DISLIKED OR DID NOT ENJOY ABOUT REGION

DISLIKED	WEST PRINCE			CENTRAL PRINCE			SUMMERSIDE			SOUTH CENTRAL			NORTH CENTRAL			CHARLOTTETOWN			EAST QUEENS			SOUTH KINGS			NORTH KINGS		
	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%
1) Bad roads	1	46	37.4	1	19	26.8	1	28	21.9	1	23	26.4	2	31	13.5	1	53	15.1	1	19	22.4	1	17	15.6	1	15	17.0
2) Very few activities	2	17	13.8	2	10	14.1	5	8	6.3	-	-	-	-	-	-	6	19	5.4	-	-	-	3	10	9.2	4	9	10.2
3) Poor restaurants	9	4	3.3	-	-	-	-	-	-	-	-	-	-	-	-	4	27	7.7	-	-	-	-	-	-	-	-	-
4) Poor signs	3	11	8.9	4	6	8.5	4	10	7.8	5	4	4.6	6	12	5.2	7	13	3.7	5	4	4.7	2	10	9.2	5	7	8.0
5) Inadequate accomodation	4	9	7.3	-	-	-	-	-	-	3	5	5.7	3	16	7.0	3	27	7.7	4	5	5.9	-	-	-	6	5	5.7
6) Poor weather	5	9	7.3	3	10	14.1	3	13	10.2	2	14	16.1	1	46	20.1	2	34	9.7	3	12	14.1	6	7	6.4	2	13	14.8
7) Black flies	6	4	3.3	5	4	5.6	-	-	-	-	-	-	5	15	6.6	-	-	-	6	4	4.7	4	9	8.3	3	10	11.4
8) Overpricing	7	4	3.3	-	-	-	2	14	10.9	4	5	5.7	-	-	-	5	23	6.6	7	4	4.7	7	6	5.5	-	-	-
9) Ferry service	8	4	3.3	-	-	-	-	-	-	-	-	-	4	15	6.6	8	12	3.4	2	15	17.6	5	8	7.3	-	-	-
10) Other counts	N/A	15	12.2	N/A	22	31.0	N/A	55	43.0	N/A	36	41.4	N/A	94	41.0	N/A	143	40.7	N/A	22	25.9	N/A	42	38.5	N/A	29	33.0
Total respondents	N/A	123	100.0	N/A	71	100.0	N/A	128	100.0	N/A	87	100.0	N/A	229	100.0	N/A	351	100.0	N/A	85	100.0	N/A	109	100.0	N/A	88	100.0

Sample unweightedplease refer to forward section for explanation

SUGGESTIONS FOR IMPROVING REGION

IMPROVEMENTS	WEST PRINCE			CENTRAL PRINCE			SUMMERSIDE			SOUTH CENTRAL			NORTH CENTRAL			CHARLOTTETOWN			EAST QUEENS			SOUTH KINGS			NORTH KINGS		
	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%
1) Improve roads	1	34	26.0	1	17	20.2	1	28	17.9	1	16	18.2	1	53	20.5	1	55	14.3	1	12	14.5	1	22	17.7	1	16	14.5
2) More restaurants	2	18	13.7	4	4	4.8	4	12	7.7	4	6	6.8	-	-	-	-	-	-	-	-	-	3	11	8.9	3	12	10.9
3) More suitable accomodation	4	10	7.6	3	6	7.1	-	-	-	6	4	4.5	3	19	7.3	5	14	3.6	-	-	-	-	-	-	4	10	9.1
4) More signs needed	3	16	12.2	2	8	9.5	2	14	9.0	2	8	9.1	2	30	11.6	3	29	7.5	2	10	12.0	2	14	11.3	2	16	14.5
5) More entertainment	5	6	4.6	5	4	4.8	3	13	8.3	-	-	-	4	18	6.9	4	25	6.5	-	-	-	-	-	-	-	-	-
6) Public transportation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	44	11.4	-	-	-	-	-	-	-	-	-
7) Improve airport	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	14	3.6	-	-	-	-	-	-	-	-	-
8) More wash/restrooms	-	-	-	6	4	4.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9) More city parking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	12	3.1	-	-	-	-	-	-	-	-	-
10) More commercial operations	6	6	4.6	-	-	-	-	-	-	5	5	5.7	5	13	5.0	8	12	3.1	-	-	-	5	6	4.8	-	-	-
11) Better ferry announcements	-	-	-	-	-	-	-	-	-	3	6	6.8	-	-	-	-	-	-	3	6	7.2	6	10	8.1	-	-	-
12) Clean beaches	-	-	-	-	-	-	-	-	-	-	-	-	6	11	4.2	-	-	-	-	-	-	-	-	-	-	-	-
13) Other counts	N/A	41	31.3	N/A	41	48.8	N/A	89	57.1	N/A	43	48.9	N/A	115	44.4	N/A	180	46.8	N/A	55	66.3	N/A	61	49.2	N/A	56	50.9
Total respondents	N/A	131	100.0	N/A	84	100.0	N/A	156	100.0	N/A	88	100.0	N/A	259	100.0	N/A	385	100.0	N/A	83	100.0	N/A	124	100.0	N/A	110	100.0

Sample unweighted;please refer to forward section for explanation

E. RATING OF REGION AS TOURIST DESTINATION

RATING	WEST PRINCE		CENTRAL PRINCE		S'SIDE		SOUTH CENTRAL		NORTH CENTRAL		CH'TOWN		EAST QUEENS		SOUTH KINGS		NORTH KINGS	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
1) Very poor	4	1.7	2	1.2	2	0.6	1	0.4	-	0.0	3	0.4	1	0.6	1	0.4	3	1.2
2) Poor	48	20.6	32	18.9	15	4.8	10	4.1	9	1.4	17	2.2	3	1.8	13	4.9	19	7.9
3) Average	82	35.2	52	30.8	118	37.5	48	19.9	63	9.6	148	18.9	48	28.4	75	28.3	67	27.8
4) Good	60	25.8	49	29.0	118	37.5	105	43.6	246	37.4	357	45.7	73	43.2	107	40.4	89	36.9
5) Very good	39	16.7	34	20.1	62	19.7	77	32.0	339	51.6	257	32.9	44	26.0	69	26.0	63	26.1
Total respondents	233	100.0	169	100.0	315	100.0	241	100.0	657	100.0	782	100.0	169	100.0	265	100.0	241	100.0

Sample unweighted;please refer to forward section for explanation

F. LIKED BEST OF REGIONS TRAVELLED

REGIONS TRAVELLED	#	%
1) West Prince	42	1.9
2) Central Prince	32	1.5
3) Summerside	81	3.7
4) South Central	311	14.1
5) North Central	1,097	49.7
6) Charlottetown	289	13.1
7) East Queens	166	7.5
8) South Kings	87	3.9
9) North Kings	101	4.6
Total respondents	2,206	100.0

* Sample unweighted,please refer to forward section for explanation

G. LIKED BEST ABOUT FAVOURITE REGION

LIKED BEST	WEST PRINCE			CENTRAL PRINCE			SUMMERSIDE			SOUTH CENTRAL			NORTH CENTRAL			CHARLOTTETOWN			EAST QUEENS			SOUTH KINGS			NORTH KINGS		
	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%
1) Originally lived there	1	10	23.8	2	4	12.5	4	8	9.9	6	13	4.2	-	-	-	-	-	-	-	-	-	2	11	12.6	4	8	7.9
2) Scenic coastline	2	5	11.9	4	3	9.4	-	-	-	7	11	3.5	5	69	6.3	-	-	-	-	-	-	-	-	-	-	-	-
3) Scenery	3	4	9.5	4	3	9.4	6	6	7.4	1	90	28.9	2	152	13.9	-	-	-	1	60	36.1	1	11	12.6	1	19	18.8
4) Farmland	4	4	9.5	1	6	18.8	-	-	-	3	29	9.3	-	-	-	-	-	-	3	23	13.9	-	-	-	-	-	-
5) Rural villages	5	3	7.1	3	4	12.5	2	12	14.8	4	25	8.0	3	127	11.6	-	-	-	-	-	-	3	10	11.5	6	8	7.9
6) Friendly people	6	3	7.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	9	10.3	-	-	-
7) Beaches	-	-	-	-	-	-	-	-	-	-	-	-	1	334	30.4	-	-	-	-	-	-	-	-	-	2	18	17.8
8) National Parks	-	-	-	-	-	-	-	-	-	-	-	-	8	27	2.5	-	-	-	-	-	-	-	-	-	-	-	-
9) Many things to do	-	-	-	-	-	-	3	8	9.9	-	-	-	4	119	10.8	1	67	23.2	-	-	-	-	-	-	-	-	-
10) Amusements	-	-	-	-	-	-	-	-	-	-	-	-	6	54	4.9	-	-	-	-	-	-	-	-	-	-	-	-
11) Rural countryside	-	-	-	5	3	9.4	-	-	-	2	65	20.9	7	51	4.6	-	-	-	2	23	13.9	-	-	-	-	-	-
12) City sites	-	-	-	-	-	-	5	6	7.4	-	-	-	-	-	-	2	50	17.3	-	-	-	-	-	-	-	-	-
13) Museums/historical sites	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	29	10.0	-	-	-	-	-	-	-	-	-
14) Friendly people	-	-	-	-	-	-	1	13	16.0	-	-	-	-	-	-	4	17	5.9	-	-	-	-	-	-	3	10	9.9
15) Provincial parks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5	8	9.2	-	-	-
16) Cleanliness	-	-	-	-	-	-	-	-	-	8	11	3.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
17) Peaceful	-	-	-	-	-	-	-	-	-	5	14	4.5	-	-	-	-	-	-	-	-	-	-	-	-	5	8	7.9
18) Other counts	N/A	13	31.0	N/A	9	28.1	N/A	28	34.6	N/A	53	17.0	N/A	164	14.9	N/A	126	43.6	N/A	60	36.1	N/A	38	43.7	N/A	30	29.7
Total respondents	N/A	42	100.0	N/A	32	100.0	N/A	81	100.0	N/A	311	100.0	N/A	1097	100.0	N/A	289	100.0	N/A	166	100.0	N/A	87	100.0	N/A	101	100.0

Sample unweighted;please refer to forward section for explanation

H. REASONS FOR NOT TRAVELLING TO REGION

REASONS	WEST PRINCE			CENTRAL PRINCE			SUMMERSIDE			SOUTH CENTRAL			NORTH CENTRAL			CHARLOTTETOWN			EAST QUEENS			SOUTH KINGS			NORTH KINGS		
	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%	Rank	#	%
1) Time was limited	1	116	73.0	1	330	73.2	1	288	75.4	1	132	75.9	1	195	70.7	1	96	69.6	1	278	65.7	1	192	76.2	1	139	67.5
2) Not familiar with region	-	-	-	-	-	-	6	9	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
3) Not interested	2	14	8.8	-	-	-	3	17	4.5	-	-	-	5	10	3.6	4	9	6.5	6	15	3.5	2	13	5.2	4	9	4.4
4) Been there before	3	10	6.3	2	26	5.8	2	20	5.2	5	7	4.0	3	17	6.2	3	12	8.7	5	19	4.5	3	10	4.0	3	15	7.3
5) No transportation	4	7	4.4	-	-	-	-	-	-	3	8	4.6	-	-	-	-	-	-	2	35	8.3	5	10	4.0	5	8	3.9
6) Visited family in other region	5	5	3.1	3	19	4.2	5	10	2.6	2	9	5.2	4	16	5.8	2	12	8.7	3	28	6.6	4	10	4.0	2	16	7.8
7) Business reasons	-	-	-	5	8	1.8	4	12	3.1	4	8	4.6	2	19	6.9	-	-	-	4	27	6.4	-	-	-	-	-	-
8) Poor weather	-	-	-	4	9	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9) Other counts	N/A	7	4.4	N/A	59	13.1	N/A	26	6.8	N/A	10	5.7	N/A	19	6.9	N/A	9	6.5	N/A	21	5.0	N/A	17	6.7	N/A	19	9.2
Total respondents	N/A	159	100.0	N/A	451	100.0	N/A	382	100.0	N/A	174	100.0	N/A	276	100.0	N/A	138	100.0	N/A	423	100.0	N/A	252	100.0	N/A	206	100.0

Sample unweighted-please refer to forward section for explanation

IV. ACCOMMODATION USED (ON ISLAND)

A. ACCOMMODATION TYPE USED

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	L.O.S. ACCOM.	PARTY NIGHTS	%
1) Hotel/motel	62,312	31.2	2.4793	154,490	27.7	2.2600	140,825	17.2
2) Cabin/cottage	20,240	10.1	3.2239	65,151	11.7	5.5210	111,745	13.6
3) Tourist home/farm tourist home	7,701	3.9	2.5561	19,686	3.5	2.2610	17,412	2.1
4) Farm vacation home	2,074	1.0	5.6201	11,656	2.1	2.4180	5,015	0.6
5) Vacation home(owned or borrowed)	3,603	1.8	2.6780	9,649	1.7	9.4650	34,102	4.2
6) Friends/relatives	47,022	23.5	2.4456	114,997	20.6	5.8320	274,232	33.5
7) Federal campground	14,013	7.0	3.2362	45,349	8.1	3.1280	43,833	5.4
8) Provincial campground	8,510	4.3	2.7007	22,983	4.1	2.0510	17,454	2.1
9) Commercial campground	25,038	12.5	3.3164	83,036	14.9	3.7840	94,744	11.6
10) Other	7,545	3.8	2.2384	16,889	3.0	10.6610	80,437	9.8

B. ACCOMMODATION TYPE USED (EXCLUSIVE STAY)

TYPE	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%
1) Hotel/motel	55,809	27.9	2.4790	138,351	24.8
2) Cabin/cottage	14,515	7.3	3.3614	48,791	8.8
3) Tourist home/farm tourist home	5,678	2.8	2.6678	15,148	2.7
4) Farm vacation home	1,894	0.9	5.7128	10,820	1.9
5) Vacation home(owned or borrowed)	1,953	1.0	2.7552	5,381	1.0
6) Friends/relatives	35,671	17.8	2.3789	84,858	15.2
7) Federal campground	9,421	4.7	3.4133	32,157	5.8
8) Provincial campground	3,377	1.7	2.6757	9,036	1.6
9) Commercial campground	19,455	9.7	3.4425	66,974	12.0
10) Other	4,535	2.3	2.4309	11,024	2.0

AUTO & AIR

C. PURPOSE OF TRIP BY ACCOMMODATION TYPE USED

PURPOSE	HOTEL/MOTEL		CABIN/COTTAGE		TOURIST HOME		OWNED/BORROWED VACATION HOME		FRIENDS OR RELATIVES		FEDERAL CAMPGROUND		PROVINCIAL CAMPGROUND		COMMERCIAL CAMPGROUND		FARM VACATION HOME	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Convention	1,265	2.0	7	.0	51	0.7	-	-	304	0.7	-	-	-	-	-	-	-	-
2) Meetings;other business	11,968	19.3	736	3.7	384	5.0	189	5.2	1,537	3.3	48	0.3	62	0.7	62	0.2	-	-
3) Shopping	229	0.4	342	1.7	-	-	-	-	22	.0	-	-	64	0.8	464	1.9	-	-
4) Sightseeing	38,289	48.8	9,267	46.2	4,820	62.6	1,255	34.8	3,125	6.8	6,512	46.5	4,531	54.6	15,243	61.4	1,843	88.9
5) Visiting friends & relatives	4,533	7.3	3,802	18.9	669	8.7	886	24.6	34,906	75.4	1,778	12.7	935	11.3	2,918	11.8	-	-
6) Personal affairs	4,487	7.2	947	4.7	77	1.0	574	15.9	3,714	8.0	164	1.2	97	1.2	371	1.5	-	-
7) Outdoor recreation sport	4,535	7.3	2,659	13.2	852	11.1	312	8.7	1,023	2.2	5,350	38.2	2,095	25.2	5,153	20.8	86	4.1
8) Commuting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9) Passing through to Magdalen Is.	644	1.0	-	-	-	-	-	-	246	0.5	-	-	31	0.4	-	-	-	-
10) Other	4,168	6.7	2,314	11.5	848	11.0	387	10.7	1,395	3.0	161	1.1	485	5.8	620	2.5	145	7.0
Total	62,118	100.0	20,074	100.0	7,701	100.0	3,603	100.0	46,272	100.0	14,013	100.0	8,300	100.0	24,831	100.0	2,074	100.0

D. OCCUPATION OF RESPONDENT BY ACCOMMODATION

OCCUPATION	HOTEL/MOTEL		CABIN/COTTAGE		TOURIST HOME		OWNED/BORROWED VACATION HOME		FRIENDS OR RELATIVES		FEDERAL CAMPGROUND		PROVINCIAL CAMPGROUND		COMMERCIAL CAMPGROUND		FARM VACATION HOME	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Prof.tech. & related workers	15,213	24.6	5,202	24.9	1,970	25.8	750	21.3	7,589	16.3	3,376	24.1	1,542	18.3	5,044	20.2	1,828	88.1
2) Farmers & farm managers	348	0.6	-	0.0	-	0.0	101	2.9	297	0.6	25	0.2	213	2.5	360	1.4	-	0.0
3) Managers,officials & proprietors	7,274	11.8	3,616	17.3	269	3.5	991	28.1	5,241	11.2	1,500	10.7	754	8.9	2,249	9.0	8	0.4
4) Clerical & related workers	4,428	7.2	1,625	8.1	607	8.0	290	8.2	4,227	9.1	1,021	7.4	797	9.4	1,220	4.9	-	0.0
5) Sales workers	4,745	7.7	1,052	5.2	525	6.9	43	1.2	2,763	5.9	326	2.3	190	2.3	672	2.7	-	0.0
6) Craftsmen,foremen & related workers	1,756	2.9	1,061	5.3	484	6.3	149	4.2	3,269	7.0	2,572	18.4	206	2.4	2,423	9.7	-	0.0
7) Operatives & related workers	3,603	5.9	752	3.7	185	2.4	-	0.0	1,116	2.4	853	6.1	472	5.6	1,408	5.6	-	0.0
8) Private household workers	-	0.0	-	0.0	62	0.8	-	0.0	15	.0	-	0.0	-	0.0	-	0.0	-	0.0
9) Service workers except private hsehs	1,841	3.0	781	3.9	290	3.8	-	0.0	2,527	5.4	265	1.9	299	3.5	1,167	4.7	55	2.7
10) Farm labourers and farm foremen	3	.0	-	0.0	-	0.0	-	0.0	29	0.1	-	0.0	-	0.0	-	0.0	-	0.0
11) Labourers except farm & mine	4,534	7.4	1,112	5.5	511	6.7	184	5.2	3,473	7.5	724	5.2	1,096	13.0	3,162	12.7	60	2.9
12) Student	2,029	3.3	1,011	5.0	591	7.8	156	4.4	2,149	4.6	1,537	11.0	706	8.4	1,143	4.6	7	0.3
13) Housewife	3,101	5.0	1,119	5.6	277	3.6	96	2.7	4,158	8.9	535	3.8	575	6.8	784	3.1	86	4.1
14) Retiree	9,880	16.1	2,103	10.5	1,511	19.8	602	17.1	6,660	14.3	905	6.5	1,034	12.3	3,340	13.4	30	1.4
15) Military	502	0.8	408	2.0	-	0.0	102	2.9	1,639	3.5	118	0.8	96	1.1	522	2.1	-	0.0
16) Unemployed	726	1.2	159	0.8	328	4.3	-	0.0	572	1.2	97	0.7	209	2.5	915	3.7	-	0.0
17) Other	1,610	2.6	457	2.3	35	0.5	61	1.7	864	1.9	149	1.1	249	3.0	536	2.1	-	0.0
Total	61,493	100.0	20,056	100.0	7,625	100.0	3,525	100.0	46,587	100.0	14,013	100.0	8,438	100.0	24,945	100.0	2,074	100.0

APPENDICES

I - 1983 Tourist Exit Questionnaire
II - Methodology

Appendix "A"

1983 TOURIST EXIT QUESTIONNAIRE

P.E.I. DEPARTMENT OF FINANCE AND TOUISM No. [1]_____

Interviewer [2]__ Day [3]__ Month [4]__ Flight No [5]_____ Code [6]_____ M or F [7]__

1. What is your place of residence?

[8]_____
city/town/community

[9]_____
province/state

[10]_____ [11]__
country other than Canada/USA

2. a. What is the license plate origin of the vehicle? _____ [12]__

b. (If differs from residence origin) is this a rented vehicle?

1 Yes 2 No [13]__

3. When did you enter Prince Edward Island? Day _____ Month _____ [14]__ [15]__

4. a. How many people are in your group? [16]__

b. Which of the following categories best describes your party composition? [17]__

1) one person alone
2) one family with children
3) two families with children
4) organized group
5) one couple alone
6) two or more couples
7) group of friends
8) other

5. In which of the following age groups do you belong? [18]__

1) under 20
2) 20 - 24
3) 25 - 29
4) 30 - 34
5) 35 - 39
6) 40 - 44
7) 45 - 54
8) 55 - 64
9) 65 and over

6. a. What is your occupation? _____ [19]__

b. What is the occupation of the main income earner in your group? _____ [20]__

7. Which of the following would best describe your main purpose of trip to Prince Edward Island? [21]__

1) convention/conference
2) meetings, other business
3) shopping
4) sightseeing
5) outdoor recreation sport
6) personal affairs
7) visiting friends/relatives
8) commuting
9) passing through to Magdalen Is.
10) Other (specify) _____

8. What was the main destination of your trip on Prince Edward Island?

_____ [128] | | |

9 a. How many nights did you spend on Prince Edward Island? _____ [129] | | |

b. During this trip which of the following regions did you travel?

c. How many nights did you spend in each of these regions?

Column "b" Codes:
- stayed overnight = 1
- didn't stay overnight but participated in an activity = 2
- just passing through = 3

		b	c
1	West Prince	[130]			
2	Central Prince	[131]			
3	Summerside	[132]			
4	South Central	[133]			
5	North Central	[134]			
6	Charlottetown	[135]			
7	East Queens	[136]			
8	South Kings	[137]			
9	North Kings	[138]			

10. How many nights did you stay on the island in each of the following accommodation types?

1) hotel/motel
2) cabin/cottage
3) tourist home/farm tourist home
4) farm vacation home
5) vacation home (owned or borrowed)
6) friends/relatives
7) federal campground
8) provincial campground
9) commercial campground
10) other

SELECT A PARTICULAR REGION OF TRAVEL

11 a. That was your main reason for travelling to the _____ (code) region?

b. Was there anything you particularly liked or enjoyed in the _____ region?

1) _____

2) _____

c. Was there anything you particularly disliked or did not enjoy in the _____ region?

1) _____

2) _____

d. Is there anything you could suggest that would make the _____ region more attractive or more enjoyable?

1) _____

2) _____

e. How would you rate the _____ region as a tourist destination?

1) very poor
2) poor
3) average
4) good
5) very good

HAVE RESPONDENT ANSWER QUESTION ONLY IF HE OR SHE TRAVELLED MORE THAN ONE REGION.

12. a. Of the regions you have travelled which one did you like the best? _____ (code)

b. Why did you like the _____ region best?

1) _____

2) _____

HAVE RESPONDENT ANSWER QUESTIONS ONLY IF THERE WAS AT LEAST ONE REGION IN WHICH HE OR SHE DID NOT TRAVEL. RANDOMLY SELECT ONE REGION TO DISCUSS.

13. Why did you not travel in the _____ region?

1) _____ [200]__

_____ [201]__

2) _____

_____ [202]__

[205] First name [210] Surname

[220] Street address

[260] Zip code [271] Telephone

METHODOLOGY

The 1983 Tourist Exit Survey was conducted between May 15 and October 31 upon air and auto visitors to Prince Edward Island. For planning purposes this time period was divided into three seasons identical to those used in the surveys of 1971, 1974, 1975, 1978, 1979, and 1981.

Season	Period	Number of Days
Spring	May 15 - June 11	28
Summer	June 12 - September 12	93
Fall	September 13 - October 31	49
	TOTAL	170

In 1981 3,154 good records were processed. Survey information was obtained through personal interviews, with all questionnaires being completed by the interviewers who had received advance instruction in interview techniques, interpretation of the questionnaire, coding procedures, etc.

The population under study was all non-resident tourists exiting by air from the Charlottetown Airport or by private vehicle from the Borden or Wood Islands ferry terminals. The different variables (strata) allowed for in obtaining the 1983 sample were:

(a) Season
(b) Day
(c) Location
(d) Time

A period code was used to indicate the chronological order of an interview within each stratum.

(a) Season code:

Number	Season
1	May 15 - June 11
2	June 12 - September 12
3	September 13 - October 31

(b) Day Code:

Number	Day
1	Sunday, Holiday Monday
	Monday, Friday, Saturday, Holiday Sunday
	Tuesday, Wednesday, Thursday

(c) Location Code:

Number	Location
1	Borden
2	Wood Islands
3	Charlottetown Airport

(c) Time Code:

(Borden Terminal)

Number	Time
1	6:30 a.m. - 12:30 p.m.
2	12:30 p.m. - 6:30 p.m.
3	6:30 p.m. - 10:00 a.m.

(Wood Islands Terminal)

1	6:00 a.m. - 1:00 p.m.
2	1:00 p.m. - 8:00 p.m.

(Charlottetown Airport)

1	7:30 a.m. - 3:00 p.m.
2	3:00 p.m. - 11:15 p.m.

An example of one combination of strata disignation into a stratum is the following:

Stratum 1322 - Season - May 14 - June 11
Day - Tuesday, Wednesday, Thursday
Location - Wood Islands
Time - 1:00 p.m. - 8:00 p.m.